

Addendum to FSC-146-A		10/6/97	
SUBJECT: Store-In-A-Store versus N/S/S Concepts			
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As information, the materials you recently received that cover our conceptual solutions to a N/S/S world in package outlets are a supplement to what you already have for the potential implementation/testing of store-in-a-store.

There still is not a clear decision on whether SIAS will be approved under any settlement/FDA outcome, but that does not mean that we should stop presenting SIAS testing. An adult-restricted venue within a location still enables RJR to responsibly market to adult smokers only.

Quite simply, you have been provided with tools for three different scenarios:

1. Free Standing CTS Options
2. Store-In-A-Store Options
3. Straight N/S/S alternatives for locations that will remain non-age restricted and may eventually have to convert to black and white advertising.

During the RSM/RBM meeting in October, we will be covering our N/S/S merchandising concepts for traditional carton outlets.

If you have any questions, please contact your National Manager, Trade Marketing.

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